



Peter C. Krakow  
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## EMPLOYMENT:

CIT Custom Web Development  
Cornell University, Ithaca, NY - 03/20 to present

Support Operations Manager: Manage team that supports and maintains over 150 websites and applications. Oversee ticket intake, customer satisfaction, process review, team metrics, data analysis, outage response, QA (quality assurance), billing and software licenses.

Cornell SC Johnson College of Business  
Samuel Curtis Johnson Graduate School of Management, Ithaca, NY - 08/04 to 02/19

Marketing & Communications, Web Design and Strategy: Marketing campaigns, information architecture, analytics, ux/ui/usability testing, social media, video, content management systems, accessibility compliance, SEO, IT liaison, technology roll-outs, software training, external email communications.

Media & Technology Services, Cornell University, Ithaca, NY - 08/98 to 08/03

Graphic Design/Technology Support: Advised, researched and implemented technology solutions for University publications unit. Recommended, purchased, and maintained hardware/software environment for designers, editors, writers, and production staff, including the introduction and training of new technology and creation of optimized work-flows.

American Demographics, Ithaca, NY - 04/95 to 06/98

Art Director/Production Manager: Responsible for design and production of award winning American Demographics and Marketing Tools magazines. Hired and managed production staff. Worked directly with printers, service bureaus, illustrators and photographers. Created budgets, made purchasing decisions and developed production schedules. Transitioned department through two corporate buy-out restructurings.

Baka Computers, Ithaca, NY - 06/90 to 04/95

Marketing Manager: Responsible for design and creation of print and radio advertising, software consulting and training.

Revlon Incorporated, New York, NY - 08/89 to 02/90

Consultant: Training and supervision of Beauty Care Group design team in the use of Macintosh computers for product design and advertising.

## EDUCATION:

New England Conservatory of Music. Boston, MA, 1981-1982  
California State University at Humboldt. Arcata, CA, 1976-1980

## HONORS AND AWARDS:

Johnson at Cornell, Outstanding Contributor Award, 2015  
Grand Prize and Best Design, Singlebrook Holiday Hackathon, 2014

## Music:

Available to stream on Spotify, Apple Music, YouTube & Amazon